



### **Hak cipta dan penggunaan kembali:**

Lisensi ini mengizinkan setiap orang untuk menggubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

### **Copyright and reuse:**

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

## DAFTAR PUSTAKA

### Buku

- Belch, G. E., & Belch, M. A. (2018). *Advertising and Promotion: An Integrated Marketing Communications Perspective 11<sup>th</sup> Edition*. New York: McGraw-Hill Education.
- Bladen, C., Kennel, J., Abson, E., & wilde, N. (2018). *Events Management: An Introduction 2nd Edition*. New York: Routledge.
- Bowdin, G., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2012). *Events Management 3rd Edition*. New York: Routledge.
- Clow, K. E., & Baack, D. (2016). *Integrated Advertising, Promotion and Marketing Communications 7th Edition*. Edinburgh: Pearson Education Limited.
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed.). California: SAGE.
- Kerin, R. A., Hartley, S. W., & Rudelius, W. (2013). *Marketing The Core 5th Edition*. New York: McGraw-Hill/Irwin.
- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing 14th Edition*. New York : Pearson Prestince Hall .
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing 17th Edition*. United Kingdom : Pearson Education .
- Moleong, L. J. (2016). *Metode Penelitian Kualitatif* (Edisi Revisi). Bandung: PT. REMAJA ROSDAKARYA.
- Preston, C. A., & Hoyle, L. H. (2012). *Event Marketing: How to Successfully Promote Events, Festival, Conventions and Expositions*. New Jersey: John Wiley & Sons, Inc.
- Raj, R., Walters, P., & Rashid, T. (2013). *Event Management: Principles & Practice 2nd Edition*. London: SAGE .
- Rothman, D., Pergolino , M., Miller , J., Jason , M., Shonal Narayan, Rick , S., Carol , T. (2012). *Definitive Guide to Event Marketing*. North America : Marketo.
- Shimp, T. A., & Andrews, J. C. (2013). *Advertising, Promotion, and other aspects of Integrated Marketing Communications 9th Edition*. United States: Cengage.
- Shimp, T.A., & Andrews, J.C. (2018). *Advertising, Promotion, and other aspects of Integrated Marketing Communications 10<sup>th</sup> Edition*. Boston: CENGAGE
- Tracy, S. J. (2013). *Qualitative Research Methods: Collecting Evidence, Crafting Analysis, Communicationg Impact*. Chichester: WILEY-BLACKWELL
- Wagen, L., & White, L. (2010). *Event Management for Tourism, Cultural, Business and Sporting Events*. Australia: Pearson.
- Yin, R. (2014). *Case Studi Research: Design and Method 5<sup>th</sup> Edition*. California: SAGE.
- Yin, R. K. (2012). *Studi Kasus: Desain & Metode*. (M. D. Mudzakir, Terjemahan.) Jakarta: PT. RAJAGRAFINDO PERSADA.

Yusuf, A. M. (2014). *Metode Penelitian Kuantitatif, Kualitatif & Penelitian Gabungan*. Jakarta: Kencana.

## Jurnal dan Skripsi

Kusumaningtias, I. (2016). Strategi komunikasi Komisi Penyiaran Indonesia Daerah (KPID) dalam mendorong penyiaran perbatasan (Studi kasus KPID KEPRI Periode 2011-2014). *Jurnal Media Bahasa, Sastra dan Budaya Wahana* , 40.

Mahendra, R. A. (2018). *Event Marketing dalam meningkatkan awareness Kopimpa Coffee*. Jakarta: Universitas Bina Nusantara.

Shabira, S. (2017). *Analisi Event Marketing dalam meningkatkan ketertarikan dan kesan positif pada peserta (Studi pada: event XYZ Marathon)* . Jakarta: Universitas Multimedia Nusantara.

## Online

About Us: *The Flavor Bliss*. (2019, Januari 1). Retrieved Mei 12, 2019, from The Flavor Bliss: <http://www.theflavorbliss.com/about-us>

Alexander, H. B. (2015, Juli 31). *Tangerang Selatan, "Kota Satelit" Tanpa Identitas*. (Latief, Editor) Retrieved Mei 12, 2019, from Kompas.com: <https://properti.kompas.com/read/2015/07/31/162640221/tangerang.selatan.kota.satelit.tanpa.identitas>

Alexander, H. B. (2018, Desember 8). *Pengembang Dubai Tanam 80 Juta Dollar AS di Alam Sutera*. (H. B. Alexander , Editor) Retrieved 3 15, 2019, from Kompas: <https://properti.kompas.com/read/2018/12/08/184736121/pengembang-dubai-tanam-80-juta-dollar-as-di-alam-sutera>

Azkia, F. (2018, Maret 23). *Proyek Properti Jadi Magnet Tangerang Selatan*. Retrieved Mei 12, 2019, from Liputan 6: <https://www.liputan6.com/properti/read/3409778/proyek-properti-jadi-magnet-tangerang-selatan>

Dev. (2011, November 23). *Semarak Grand Opening The Flavor Bliss 2*. Retrieved Mei 12, 2019, from Detik Food: <https://food.detik.com/berita-boga/d-1773758/semarak-grand-opening-the-flavor-bliss-2>

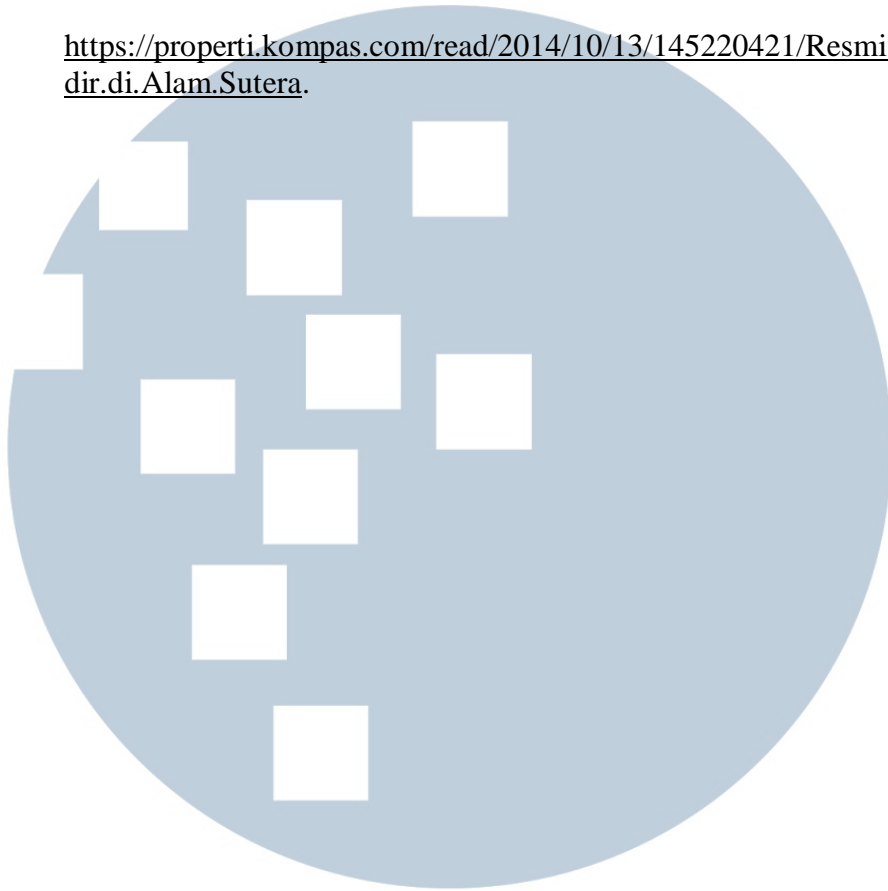
Kurniawan, H. (2018, Januari 25). *Pengembangan Tangerang Raya dari Daerah Tani menjadi Kota Satelit*. Retrieved Mei 12, 2019, from Sindonews.com: <https://metro.sindonews.com/read/1276495/171/perkembangan-tangerang-raya-dari-daerah-tani-menjadi-kota-satelit-1516815773>

Our tenant : *The Flavor Bliss*. (2019). Retrieved from The Flavor Bliss: <http://www.theflavorbliss.com/our-tenants>

Permatasari , G. I. (2011, September 16). *Marketing Sales Alam Sutra Telah Mencapai Rp1,9 T*. Retrieved Mei 12, 2019, from OKE finance: <https://economy.okezone.com/read/2011/09/16/278/503432/marketing-sales-alam-sutra-telah-mencapai-rp1-9-t>

Ramadhiani , A. (2014, Oktober 13). *Resmi... IKEA Hadir di Alam Sutera!* (Latief, Editor) Retrieved Mei 12, 2019, from Properti Kompas :

<https://properti.kompas.com/read/2014/10/13/145220421/Resmi.IKEA.Hadir.di.Alam.Sutera.>



# UMN

UNIVERSITAS  
MULTIMEDIA  
NUSANTARA